GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2755
ANSWERED ON:09.08.2001
EXPENDITURE ON TOURIST OFFICES ABROAD
GIRDHARI LAL BHARGAV

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the total expenditure incurred on tourist offices located overseas during each of the last three years and proposed for 2001-2002.

(b) the effectiveness of these tourist offices in the development of tourism; and

(c) the steps taken/proposed to be taken to further improve their performance?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a): Total expenditure incurred on Tourist Offices located overseas during each of the last three years and proposed for 2001-2002 is as follows:-

(Rs. in lakhs)

Year	Non-Plan	Plan
1998-1999	1327.83	5335.45
1999-2000	1307.00	5298.76
2000-2001	1522.87	5075.00
2001-2002(Proposed)	1843.45	5100.00

(b) The overseas Government of India Tourist Offices are responsible for tourismpromotion and marketing in their respective regions to augment foreign tourist traffic arrivals to India. These offices are also required to effectively project India as anattractive tourist destination through their publicity and promotional campaigns in the region.

(c): The steps taken/proposed to be taken to further improve the performance of the overseas tourist offices are:

(i) To optimally utilise the limited resources by synergising their efforts with various travel related organisations, Indian Missions, other Govt. of India Offices, Indian community, International airlines, etc.

(ii) Extensive use of Information Technology measures to improve tourist information;

(iii) Use of direct promotional methods like mailers, coupon response, ads etc.

(iv) New segmented strategies to bring about focus inthe marketing campaign such as laying stress on NRIs/Ethnic market, promotion of pilgrimage, Yoga and Ayurveda, etc.

(v) Organising of Road Shows for different segments of the market;

(vi) Joint promotions and joint advertising in collaboration with consumer stores, airlines and tour operators; and

(vii) The underlying philosophy is to find out the needs and demands of existing segments and then develop the product and services to exceed the expectations of these segments.